

WHAT IS CLAIMED IS:

1. An advertisement space auction method using a network, comprising:

storing advertisement space information in a memory, said
5 memory being accessible by a plurality of entities connected to said network;

receiving a bid data submitted from at least one of said plurality of entities via said network, said bid data being corresponding to said advertisement space information stored in said memory; and

10 on the basis of said bid data received, determining a winning bidder for an advertisement space corresponding to said advertisement space information.

2. The advertisement space auction method according to claim 1,
15 wherein

said advertisement space information contains information indicating a period of time allowed for submitting said bid data; and

said winning bidder is determined on the basis of a plurality of said bid data submitted during said period of time allowed therefor.

20 3. The advertisement space auction method according to claim 1, wherein said advertisement space information contains data on recipient addressees scheduled to receive its advertisement.

25 4. The advertisement space auction method according to claim 1, wherein

said advertisement space is determined corresponding to a distribution cluster of recipient addressees that receive an advertisement inserted in said advertisement space, said distribution cluster containing

a plurality of entities having a common characteristic; and

said advertisement space information contains data on said common characteristic.

5 5. The advertisement space auction method according to claim 1, wherein said advertisement space information contains evaluation information on said advertisement space designated in said advertisement space information.

10 6. The advertisement space auction method according to claim 1, wherein said network is an open network accessible by a plurality of general public users.

15 7. An advertisement space auction apparatus using a network, comprising:

a memory storing advertisement space information and being accessible by a plurality of entities connected to said network;

20 a bid data communication unit receiving a bid data submitted via said network from at least one of said plurality of entities, said bid data corresponding to said advertisement space information stored in said memory; and

25 a winning bidder determination unit determining a winning bidder of an advertisement space designated by said advertisement space information, on the basis of said bid data received by said bid data communication unit.

8. A storage medium storing a computer program for realizing an advertisement space auction method using a network, said advertisement space auction method comprising:

storing advertisement space information in a memory, said memory being accessible by a plurality of entities connected to said network;

receiving a bid data submitted from at least one of said plurality
5 of entities via said network, said bid data being corresponding to said advertisement space information stored in said memory; and

on the basis of said bid data received, determining a winning bidder for an advertisement space corresponding to said advertisement space information.

10

9. The storage medium according to claim 8, wherein said advertisement space information contains information indicating a period of time allowed for submitting said bid data; and

said winning bidder is determined on the basis of a plurality of
15 said bid data submitted during said period of time allowed therefor.

10. The storage medium according to claim 8, wherein said advertisement space information contains data on recipient addressees scheduled to receive its advertisement.

20

11. The storage medium according to claim 8, wherein said advertisement space is determined corresponding to a distribution cluster of recipient addressees that receive an advertisement inserted in said advertisement space, said distribution cluster containing
25 a plurality of entities having a common characteristic; and

said advertisement space information contains data on said common characteristic.

12. The storage medium according to claim 8, wherein said

advertisement space information contains evaluation information on an advertisement space designated in said advertisement space information.

13. The storage medium according to claim 8, wherein said network
5 is an open network accessible by a plurality of general public users.

14. A computer program for realizing an advertisement space auction method using a network, said advertisement space auction method comprising:

10 storing advertisement space information in a memory, said memory being accessible by a plurality of entities connected to said network;

receiving a bid data submitted from at least one of said plurality of entities via said network, said bid data being corresponding to said
15 advertisement space information stored in said memory; and

on the basis of said bid data received, determining a winning bidder for an advertisement space corresponding to said advertisement space information.

20 15. An apparatus using a network, comprising:

means for storing advertisement space information and being accessible by a plurality of entities connected to said network;

means for receiving a bid data submitted via said network from at least one of said plurality of entities, said bid data corresponding to said
25 advertisement space information stored in said storing means; and

means for determining a winning bidder of an advertisement space designated by said advertisement space information, on the basis of said bid data received by said receiving means.